

# Candy Bar Gazebo

Volume III, Issue 1 - Winter, 1985-6

[Issue 9]

A Treat To Read

## THE YOUTH'S COMPANION

REGULAR ISSUE FOR OCTOBER 19, 1911



### THE YOUTH'S COMPANION

The Youth's Companion was a magazine for young readers started in 1826 in Boston under the direction of Nathaniel Parker Willis. The magazine continued to be published until 1929.

Frances Bellamy, a clergyman, wrote for the publication in 1892. That was the year he composed the "Pledge of Allegiance" for United States schoolchildren to recite on October 12 of that year to commemorate the discovery of America 400 years ago this date. The pledge, as it was then written said,

"I pledge allegiance  
to my flag,  
and to the Republic  
for which it stands,  
One nation, indivisible,  
with liberty  
and justice for all."

Back at the turn of the century it wasn't unusual for a magazine to sell its front cover to an advertiser. That's why Baker & Co. Ltd. had its token maiden, La Belle Chocolatiere, wend her way across the front cover of this hallowed publication in the October 19, 1911, issue.



## OLDIES BUT GOODIES

An early mint wrapper (perhaps the late teens) was that of Strike Three Mints. The company wasn't identified, but the game undoubtedly was baseball. What the significance of a runner sliding into a base has to do with striking out isn't evident. But the graphics on the wrapper were indeed most striking.

A late 1920s item was the box of Silverman's Selected Salted Peanuts. The trade mark of Silverman's Castle of Sweets, located in Hazleton, Pennsylvania, was that of an European castle. Whether or not this was the actual manufacturing plant isn't known, but it's doubtful that it was. The box of peanuts was a 5¢ seller.

Silverman was a rival peanut vendor of Amedeo Obici, who was operating in the town of Wilkes-Barre, up the road a piece. That's where Obici made the name Planters famous as a maker of various peanut products. Silverman's name, disappeared from the peanut scene, even though the castle trade mark was a nifty one.



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General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active membership requires an annual fee of \$15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at \$4.50 each.

All correspondence should be sent to: Ray Broekel, Six Edge St., Ipswich, Massachusetts 01938.



## CANDYLAND NEWS

Heavy rains have aroused concern about next season's Ivory Coast (Africa) cocoa crop, and the world's largest producer could have problems reaching its output target. The 1985-86 crop, which has a target of 500,000 metric tons, has helped support world market prices for cocoa. (New York Times, Sept. 26, 1985.)

Science News, Sept. 7, 1985, reports on a study of psychologist Marjorie Schuman, California School of Professional Psychology in Los Angeles, that chocoholics, "With an identified interest in chocolate," are more likely than not to be female (90 percent were women), and to have personality traits associated with a depressive syndrome called hysteroid dysphoria. Hysteroid dysphobics tend to exhibit a flamboyant personality, mind changing, tendencies to fall in love easily, and be devastated by romantic rejection, and a vulnerability to the approval or lack of approval of others. These moods frequently trigger an increased appetite for chocolate and other sweets, the report lists as findings. If you attend chocolate shows regularly it isn't difficult to pick out the hysteroid dysphobics in attendance.

Discover, November, 1985, has a long article on Hypoglycemia. It links this disease with Napoleon's retreat from Moscow and the low morale of Washington's troops at Valley Forge. "It seems just about everybody is popping M&M's whenever he's feeling a little stressed, a little weak, a little light-headed, a little hypoglycemic." Is this why the quartermaster's corps, U.S. version, made use of passing out chocolate and other candy to the troops during both World War I and II?

Dr. Richard Knutson, a Mississippi orthopedic surgeon treats skin ulcers by pouring granulated sugar into them. Much to Knutson's amazement, the ulcers cleared up quickly, filled with pink granulation tissue, and became covered with skin. Considered to be a folk remedy, the medicinal properties of sugar are now starting to get a bit of respect here and there throughout the country. Until the day your neighborhood druggist stocks sugar paste, Knutson suggests this home remedy for sores and cuts that have stopped bleeding: take some sugar and mix it with butter (or margarine) and smear it on. Sounds interesting, Dr. Knutson.

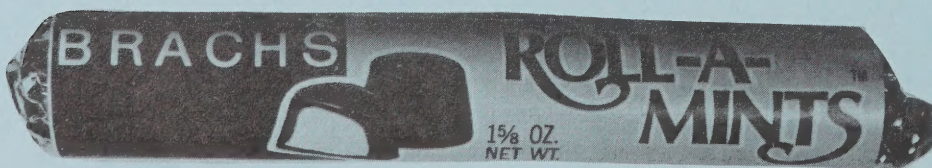
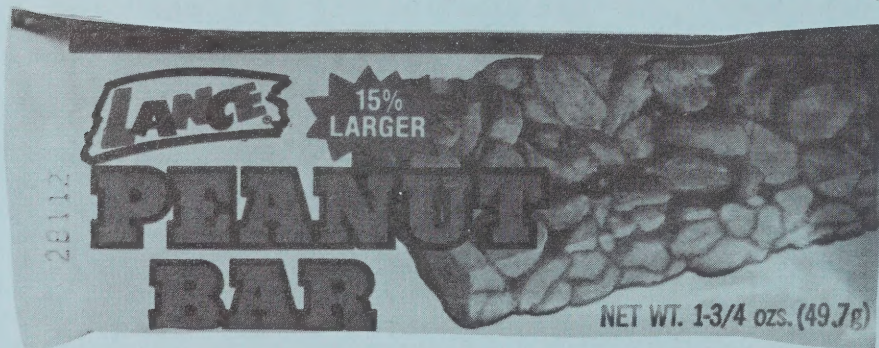
Just two years after its formation, Leaf, Inc. now has gone through a massive reorganization. Gone are the three divisions, Switzer Clark, Jolly Rancher, and Leaf Donruss. Everything is now housed under a central corporate management, effective January 1, 1966, of this Finnish controlled conglomerate.

## A REVIEW OF THE CHOCOLATE CHRONICLES

The following review appeared in the November 1, 1985 issue of Booklist.

"Not a cookbook, not a collectibles catalog, not a comic paen like Sandra Boynton's Chocolate: The Consuming Passion, but really a bit of them all, this compendium of facts and figures about the brown confection and the other sweets it coats appeals to nearly all tastes. It contains accounts of how chocolate is made, thumbnail sketches of scads of chocolatiers, and anecdotes from Broekel's boyhood that allow him to throw a few baseball cards into the illustrations. Celebrities including Isaac Asimov, John Updike, Jerry Falwell, and Candy Barr (of course!) provide a rousing finale with their responses (or lack thereof) as to which candy bar they'd take to a desert isle. No literary masterpiece, but then candy bars ain't haute cuisine, either. Fun. Appended; candy bar wrappers recommended price list; index."





## CLEVELAND EXPERIENCE

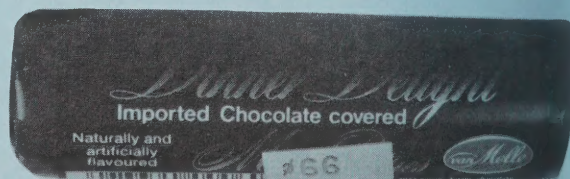
While attending a chocolate show in Cleveland numerous bars were purchased. Malley's, a Cleveland old-line firm, puts out its own Nut-Mallow made of milk chocolate, marshmallow, and walnut pieces (this is top drawer). Malley's also has a Malley Bar (milk chocolate) and a Malley Bar made with crisp rice and chocolate.

A number of Lance products (Charlotte, NC) were found. Lance's Peanut Butter Creme Filled Wafer, Lance's Peanut Candy Bar, and Lance's Peanut Candy.

Cleveland's airport had a wide array of candy, as contrasted to Orlando Florida's, which sold practically no candy. It was all Mickey Mouse related stuff there. At Cleveland van Melle's Dinner Delight mint patties (Austria) were purchased, as was a new Brach's Roll-a-Mints package. A Finnish Chymos Fruito bar, raspberry flavor, was found, as was a Take Five bar from Hershey. That bar was first introduced on the West Coast and has finally wended its way to Cleveland.

Other airport purchases were a Toblerone Pistachio (very good) bar and Cariba, a milk chocolate made with cashew bits. This was a South American product. A Nandy bar (Israel) made with orange cream, was also found.

The Cleveland show, by the way, was a bit dead.

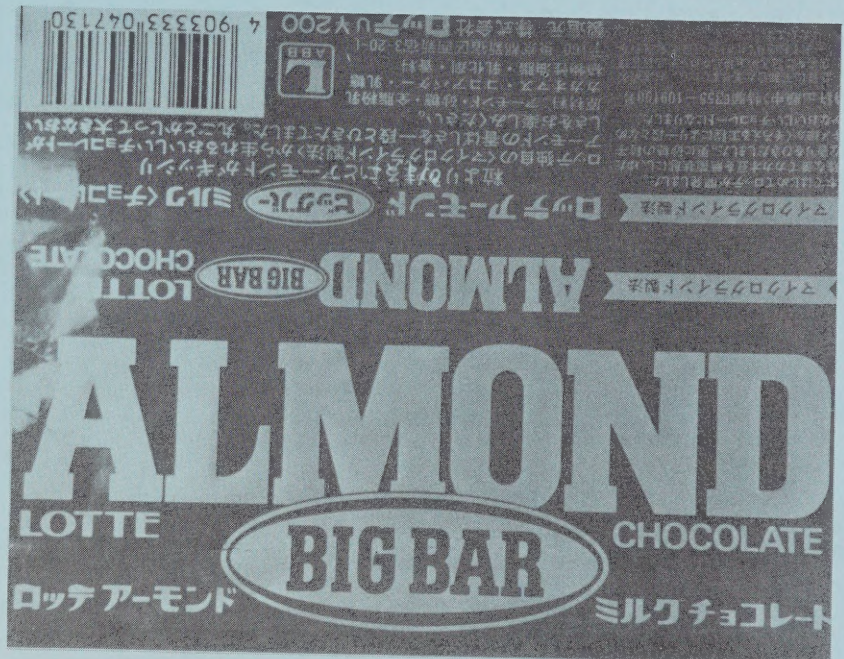




## THE JAPANESE MISCONNECTION

When it comes to cars and things electronic, Japan seems to have found the American pulse. But when it comes to chocolate, the Japanese have missed the American taste buds.

The wrappers shown on this page were provided through the courtesy of world-traveler, George Desrochers of Ipswich, Massachusetts.





## THE MILPRINT STORY

In 1899 Max and William Heller started the Milwaukee Printing Company. As Milprint, Inc., the company was the first to produce a candy bar wrapper, and has become perhaps the best known of the companies that produce flexible packaging materials.

With plants in Milwaukee, Lancaster, De Pere, all in Wisconsin, and Fremont in Ohio, the company not only produces candy bar wrappers, but also packaging suitable for meats, cheeses, health care products, bakery products, snack foods, and numerous other items.

Under the aegis of Phillip Morris for a number of years, it was purchased by Richard Bromley and Thomas K. Roselet to continue its position of leadership in the flexible packaging field.

While on a business trip to Milwaukee in April to Milprint, the company was good enough to furnish me with numerous samples of those bar wrappers produced in the 1970s. Some 1930s wrappers produced by Milprint were also furnished by the company. Some of those wrappers were made for the Hoben Candy Company of Ashley, Illinois. That company was a branch of the Hollywood Candy Company of Centralia, Illinois. Among bars produced by Hoben in the 1930s were several versions of Pic Nic bar. A quarter pound Pic Nic was a seller at 5¢, then 10¢. The 3¢ bar was a fairly popular item of the times, and Pic Nic came in a 3¢ version as did Chills and Dazzle. Some other Hoben bars were Windy, Chocolate Malted, Coco-Bela, and the 5¢ Dazzle. (All wrappers on page 9 are shown courtesy of Milprint, Inc., of Milwaukee.)

Jack Sevicik, Abe Jacobs, and Glenn Sontag, old-timers knowledgeable about Milprint, were contacted about what that first candy bar wrapper might have been. The three had a small conference with the following results. The quotes are from a direct letter from Jack Sevicik.

"Jack thought it was for Baby Ruth - for Mr. Otto Schnering at Curtiss Candy Co., now Nabisco Brands. I felt it might be, but two other possibilities have merit; for Oh Henry! - George Williamson Candy Co., in Chicago, and the other was a recollection of talk from Max and Billy Heller that they (rotary-oil-letterpress) printed up some glassine and took it to Mars in Minneapolis where they subsequently went broke to later start up in the Chicago area.

"Glenn Sontag may have had a more rational suggestion in that the Ziegler Candy Co. was located right across the street from Milprint at the time, on Florida Street in Milwaukee, and that for a composite bar that was on the scene before Ziegler's Giant bar, a hand wrap operation was started. This sounds logical to me since geographically the two companies could easily work together. Later Milprint bought the Ziegler six to seven story plant and used it for storage and manufacturing space.

"So take your pick. No one from 1916-1922 would still be around who would know for sure."

(Editor's comment: I cast my vote for the Ziegler suggestion. The Fox Trot bar, predecessor to the Giant bar, appeared on the scene in the early 1900s. That's probably the winner.)





ING: SUGAR, CORN SYRUP, VEG. FAT, SWEETENED COND. MILK, NON-FAT MILK SOLIDS, EGG WHITES, COCOA, CHOCOLATE LIQUOR, SALT, EMULSIFIER, ARTIFICIAL FLAVOR.

**chocolate malted**

NET WT. 1-1/2 OZ.

**chocolate malted**

**chocolate malted**

MFD. BY HOBEN CANDY CORP., ASHLEY, ILL.

U.S. PAT. 2,157,419—MILKPRINT, M.

ING: SWEETENED CONDENSED MILK, CORN SYRUP, PEANUTS, COCONUT, SUGAR, VEGETABLE FAT, NONFAT MILK SOLIDS, CHOCOLATE LIQUOR, CORN STARCH, SALT, EMULSIFIER, ARTIFICIAL FLAVOR.

**COCO-BELA**

NET WEIGHT 1-7/8 OZ.

**COCO-BELA**

COCONUT ★ PEANUTS ★ CARAMEL

HOBEN CANDY CORP. ★ ASHLEY, ILLINOIS

**COCO-BELA**

MILK COATING ★ PEANUTS ★ CARAMEL

MILKPRINT, MILWAUKEE

**WINDY**

Salts NUT ROLL

5¢

DISTR. BY HOBEN CANDY CORP., ASHLEY, ILL.

**WINDY**

Salts NUT ROLL

5¢

NET WT. 1-3/4 OZ.

5¢ **WINDY** 5¢

Salts NUT ROLL

INGREDIENTS: SUGAR, CORN SYRUP, SWEETENED COND. MILK, TOASTED COCONUT, RAISINS, PEANUTS, CHOCOLATE LIQUOR, SALT, EGG WHITES, ARTIFICIAL FLAVOR.

ING: SUGAR, CORN SYRUP, VEGETABLE FAT, WALNUTS, EGG WHITES, CHOCOLATE LIQUOR, HONEY, MILK SOLIDS, COCON, CORN STARCH, SALT, LECITHIN, ARTIFICIAL FLAVOR.

**DAZZLE**

WALNUT

NET WT. 1 OZ.

**DAZZLE**

WALNUT

DIVINITY NOUGAT ★ BITTERSWEET COATING

**DAZZLE**

WALNUT

DIST. BY HOBEN CANDY CORP. ★ ASHLEY, ILLINOIS

ING: CORN SYRUP, SUGAR, VEGETABLE FAT, NONFAT MILK SOLIDS, EGG WHITES, COCOA, CHOCOLATE LIQUOR, SALT, EMULSIFIER, ARTIFICIAL FLAVOR.

**PICNIC**

1/4 LB.

HAVE A

**PICNIC**

1/4 LB.

CHEWY PEANUT NOUGAT ★ MILK COATING

NET WT. 4 OZ.

HAVE A

**PICNIC**

1/4 LB.

DIST. BY HOBEN CANDY CORP. ★ ASHLEY, ILLINOIS

ING: CORN SYRUP, PECANS, SUGAR, VEGETABLE FAT, NONFAT MILK SOLIDS, EGG WHITES, COCOA, MALTED MILK, EMULSIFIER, ARTIFICIAL FLAVOR.

**CHILLS**

PECAN

NET WT. 1 OZ.

**CHILLS**

PECAN

CHEWY PECAN NOUGAT ★ MALTED MILK COATING

**CHILLS**

PECAN

DIST. BY HOBEN CANDY CORP. ★ ASHLEY, ILLINOIS



## NEW KIDS ON THE BLOCK

Two fairly new items come from Goetze's Candy Co. of Baltimore. They are Cherry Cow Tales and Banana Cow Tales. Both have a chewy caramel (cherry and banana flavored) and a cream center. Both are good and are 10¢ items.

From Spain come two imports, Jingle Sticks, strawberry and cherry artificial flavors. A chewy candy, the artificial flavors are especially pronounced, so the products are only considered fair to the taste.

In time for the Halloween season Brach's packaged candy corn under the name of Corn-Fusion. And mellowcreme candy emerged in a package that bore the title Midnite Snacks.

The major cereal companies are getting into the granola bar act. One of the latest is Kellogs with its Rice Krispies Bars, Peanut Butter, chocolate chip, and raisin. The Peanut Butter bar isn't bad. (Sideline - over in Iceland, the Freyja Company has been making use of breakfast cereals in a bit different way for a number of years. The General Mills Kix breakfast cereal isn't eaten as a cereal, but the individual corn meal bits are chocolate coated and eaten in movie theaters there just as is popcorn in theaters in the United States!)

Annabelle's Rocky Road is now a coast-to-coast seller. It tastes great if you are a marshmallow center buff. Also, Goo-Goo Cluster is now available in Ipswich, so have been able to buy this bar across the continent also.

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## HOLIDAY SEASON GIFTS

How about sending some great gifts to friends and business associates? Send them a subscription to Candy Bar Gazebo, just \$15.00 a year.

Or send a copy of THE GREAT AMERICAN CANDY BAR BOOK, \$9.95, plus \$1.00 for postage and handling. Or send a copy of THE CHOCOLATE CHRONICLES, \$13.95, plus \$1.00 for handling and postage.

Send your orders to:

Ray Broekel  
Six Edge St.  
Ipswich, MA 01938

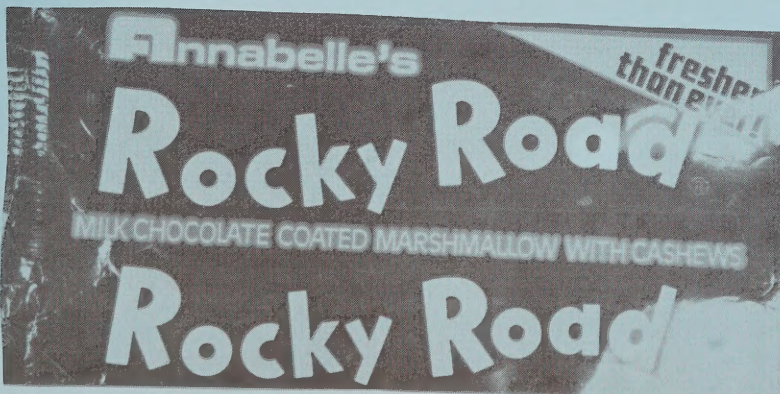
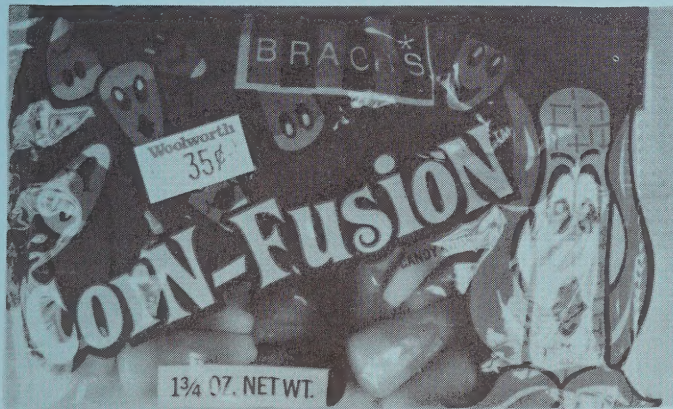
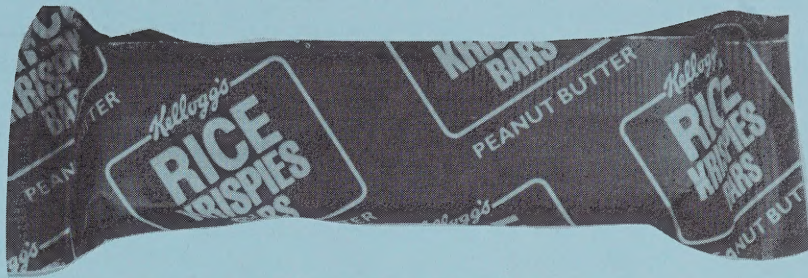
Include check, friend or business associate's name, and I'll do the rest. Happy holidays to you, by the way!

If it has escaped your attention, this issue starts the third year of publication of Candy Bar Gazebo.

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The second annual chocolate Festival and Fair, held at the Fontainebleau Hilton, Miami Beach, Sept. 20-22, 1985, had about 7,500 people for the event. Most exhibitors were Florida based ice cream and cookie companies. Only Peter Paul Cadbury and Beich (Nestle) fund raising division, were there to represent national candy organizations.







NCWA SHOW (concluded from the previous issue.)

A great American product was sampled - Moon Pie. The sample was so good it was eaten before a photo could be taken, so you see only the empty wrapper. Made by Chattanooga Bakeries, Inc., the Moon Pie is called the original marshmallow sandwich, having two layers of marshmallow between three soft cookies in the double decker version. The sample was covered with a banana coating. Other coatings are available.

An excellent line of Ritter Sport chocolate bars comes from Germany. Various bars were sampled. A favorite was the Voll-Nuss Bar, a milk chocolate bar containing whole hazelnuts. It was extremely good. The Ritter line is the second best selling chocolate in Germany.

From Merijal of Oulu, Finland, came numerous items. Merijal Tiny Jelly Drops, Pear Flavor, was a small jelly candy that really imparted the pear taste. There were also hard candy drops, peppermint flavored. There were also Pastirol Cherry, and Pastirol Orange Fruit Drops. The boxes of all the items were attractively packaged.

Chabert & Guillot, Montelimar, France, distributed samples of Nougat to visitors. The nougat was encased in milk chocolate and was bite-sized.

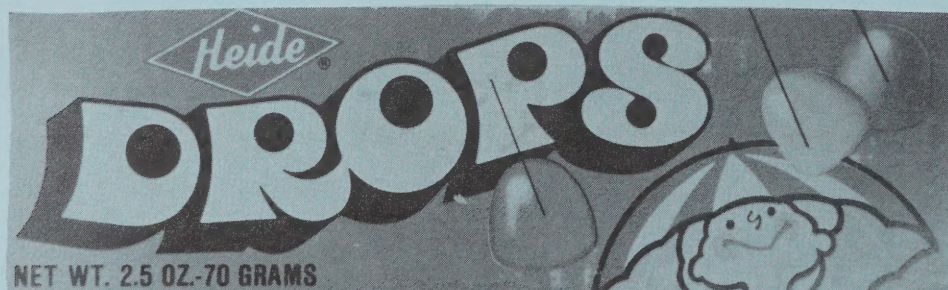
From Switzerland came several Frey Ltd. chocolate products such as Frey Caramel, a milk chocolate bar with caramel filling, and a milk chocolate bar with truffle filling. Both were fine-tasting bars. Frey Chocolates was founded in 1897, and prior to 1982 did no exporting. It is said to be the best selling line of chocolates in Switzerland. The firm employs almost 500 people and has about a 35% share of the chocolate market in Switzerland. The company is a subsidiary of the Migros Food Co-operative, the largest vertically integrated food retailer in Switzerland. Frey, as is much of European chocolate, is finer ground than is much of American chocolate. It's been refined for European taste buds.

From Finland came the Tivoli line. One of the bars was a chocolate flavor strawberry -filled bar. The taste was good.

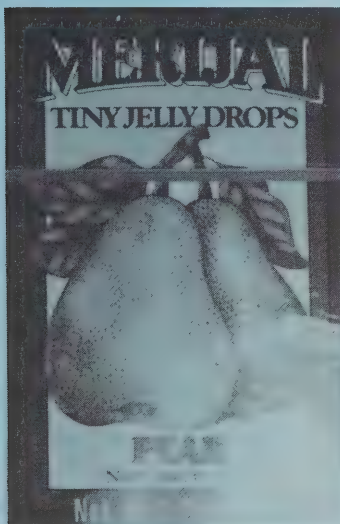
Made in Vienna, Austria, was Napoli Raspberry flavor Napolitans, cream-filled wafers. The raspberry bouquet for this product was excellent.

Mamba, a packet of 20 soft fruit chews, is made in West Germany for Storck, USA L.P., and marketed through its Wayne Candy Company in the United States. The flavors are raspberry, strawberry, lemon, and orange. The chews are quite tasty.

New from Heide, United States made, are Drops, fruit-flavored gummy jellies coming in assorted flavors. The flavors are mild to the taste.



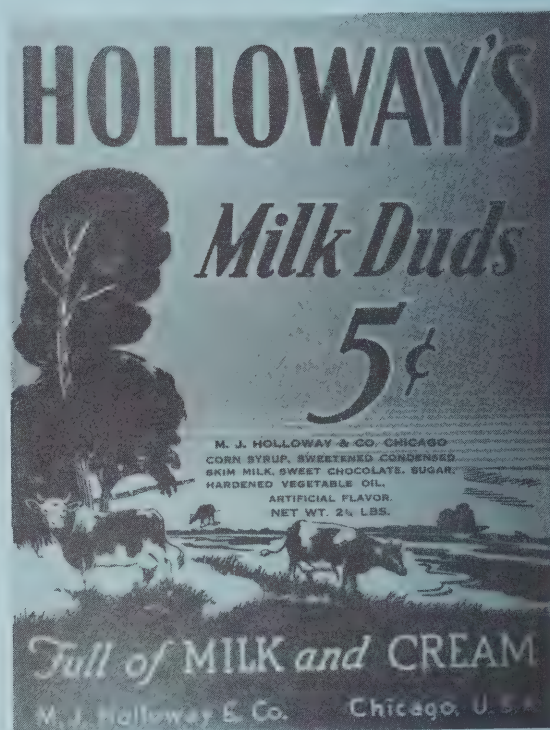
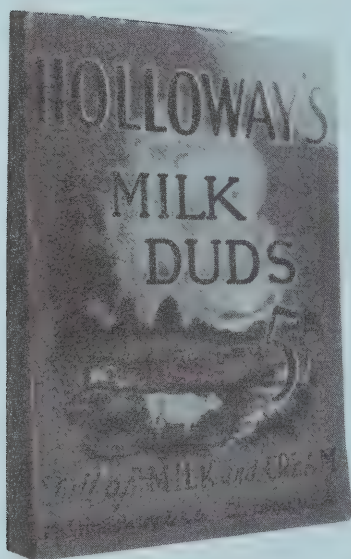






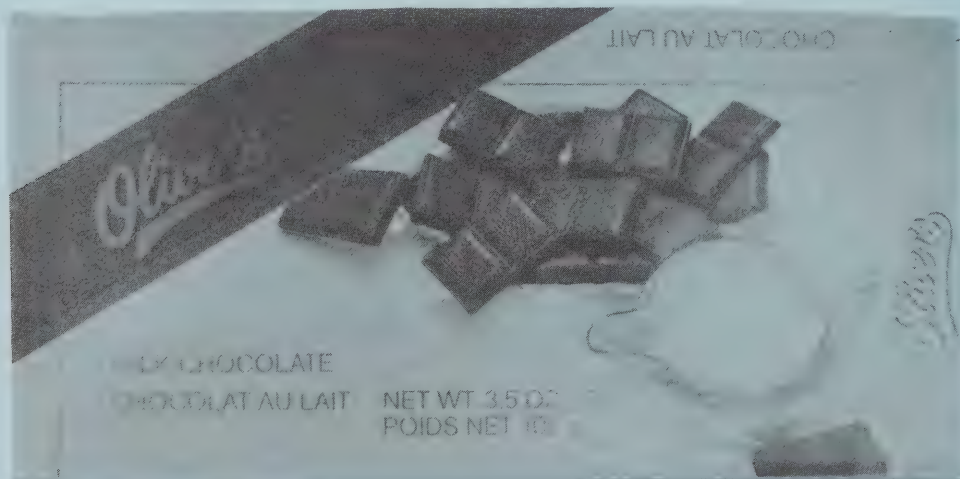
## LETTERS FROM READERS

Bradley D. Burg, Glen Rock, PA, sent the enclosed photo, below left, of an old early 1930s box of Milk Duds he recently located. On the right is shown one from my collection. The two are similar, except for the position of the cows, trees, etc. Brad has two questions. Can anyone out there help with the answers? #1 - When did the Clark Candy Co. move from McKeesport to Pittsburgh in Pennsylvania? #2 - What was the product, Quaker Crisp, made by the Clark Co. Send your answers in, please.



Jay Troppe, Nassau, Bahamas, writes, "My very favorite bar - a Charleston Chew softened in the microwave for 5-10 seconds!" Sounds like a nifty new way of preparing an old favorite, Jay!

Grace Wilson, Washington, DC, sent along an Oliver's Milk Chocolate wrapper she obtained. This bar is one of many bars produced by West Chocolate of the Federal Republic of Germany. Other trade names used by West are Babette, Goldsiegel, Sonnina, and van Netten.





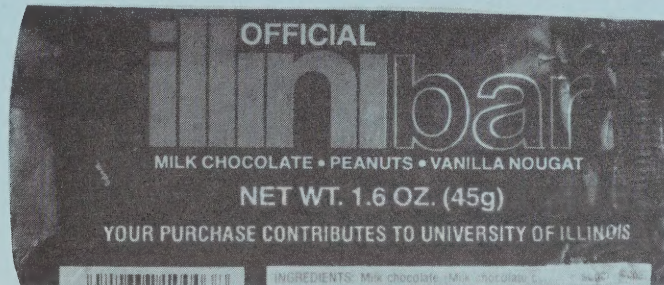
## MORE LETTERS FROM READERS

London correspondent, Harry Levene, recently took a trip to Switzerland plus other countries to collect new bar wrappers. Some Henri Nestle bars, made in France, have been brought out. Nestle has also brought out a white chocolate bar with almonds aimed at women in the 20-40 age group. It's named Cello and is made in England. Harry sent along two samples. The Henri Nestle dark praline bar tasted pretty good if you like dark chocolate. An Austrian small bar, Milk Chocolate with Orange Crisp, made by St. Michael, was quite fine tasting.

Harry was asked to name his ten top favorite chocolate bars, world-wide. His list - Lindt Milk (Swiss); Marabou Milk (Sweden); Whole Nut Milk and Cool Bar, both of Cote D'or (Belgium); Lindt Lindor Bar (Swiss); Lindt Duo; Cailler Almandine (Swiss); Galler Praline de Noix (Belgium); and two Suchard bars, DeLuxe Milk with Almonds, and Velma Plain with Almonds. Of the ten his top choice was the Lindt Lindor bar (I'd also include that in my top ten - editor's comment.)

Harry also sent along a list of the countries that, in his opinion, made the best bars - Switzerland, Belgium, Austria, Sweden, West Germany, France, Finland, Norway, Holland, and England. (Italy and the United States were also-rans in Harry's opinion.) The worst he tasted came from Egypt, Rumania, and Bulgaria

Wally Pfeifer, Joliet, Illinois, sent along a clipping saying that Sen-Sen is still around and going strong! Wally also sent along an Illini Bar wrapper. Manufactured for University Foods, Ada, Michigan, it's a fund raiser bar for the University of Illinois. Wally says the bar is very good, something like a Snickers without caramel.



Jack Domster, East Aurora, New York, reports on the feature, "The German-American Cowboy" that appeared in the last issue of Gazebo. Jack says, according to a biographer, that May did indeed make two trips to the United States. But the trips were made after his books had been published. Thanks for the input, Jack.

Stanislav Kramsky, Czechoslovakia, writes he's recently visited Hungary and Yugoslavia where he finds the chocolate to be a bit below standard. He also sent along part of the brochure from the Zwinger Museum in Dresden, Germany, where the painting, "The Chocolate Girl," by Jean-Etienne Liotard, is on view. The brochure legend reports that the pastel was of a German chamber-maid in profile. It doesn't present the romantic story the Walter Baker and Company people of the United States use - the lady in question in the Baker story is supposedly a daughter of an impoverished knight and the tale has been made into a love story that sounds great. Guess that's advertising for you!

Do write to let us know what's going on in your part of the world. What's new with candy bars where you live?

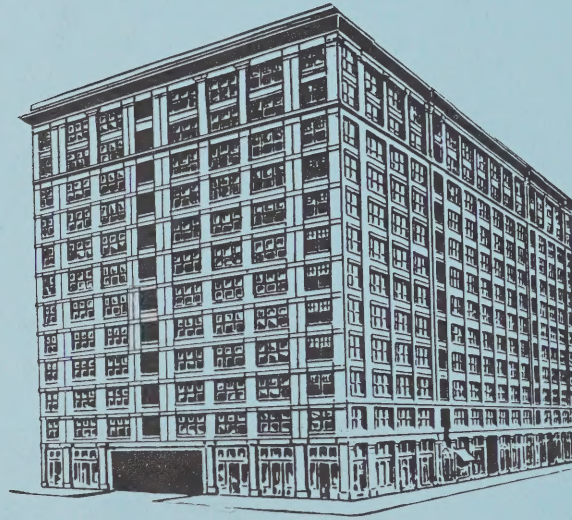


## THE CHOCOLATE PRODUCTS COMPANY, Inc.

The Chocolate Products Company, Inc., was located in Baltimore, Maryland. In the year 1927-28 it issued an 8½x11 catalog of 40 pages, complete with a lavender cover that had tipped in a full-color drawing of a box of Stratford chocolates, the company's higher priced line of products. A one-pound box of Stratford Chocolates cost the retailer about 49¢.

The company made all kinds of chocolate products in its plant at Pratt and Concord in Baltimore. A line of 5¢ candy bars was also produced. Free display materials were available for retailers. Words of wisdom were printed on the Chow bar display card:

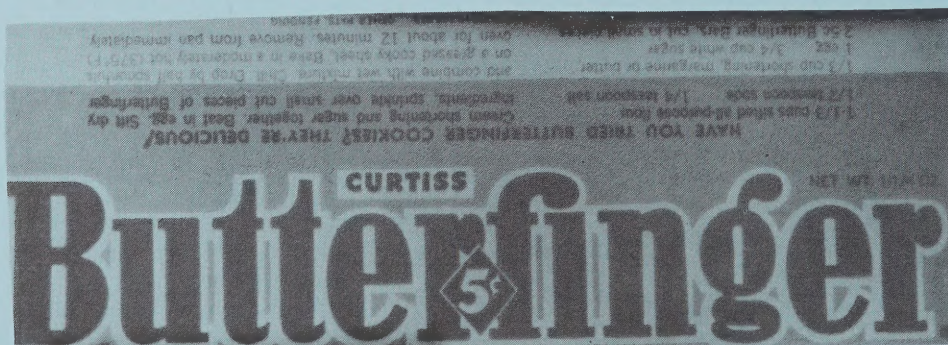
There's no trick about  
the new candy bar..but  
golly, how folks everywhere  
are making it disappear.



### RECIPE CORNER

Here's a 1930s wrapper recipe for making Butterfinger Cookies -----

1 1/3 cups sifted all-purpose flour	1/2 teaspoon soda
1/3 cup shortening, margarine, or butter	1/4 teaspoon salt
about 3 ounces of Butterfinger bars cut into small pieces	1 egg
	3/4 cup white sugar



Cream shortening and sugar together. Beat in egg. Sift dry ingredients, sprinkle over small cut pieces of Butterfinger and combine with wet mixture. Chill. Drop by spoonfuls on a greasy cooky sheet. Bake in a moderately hot (375 degrees F) oven for about 12 minutes. Remove from pan immediately.



## CHOCOLAT TOBLER LIMITED

Johann Jakob Tobler, founder of the Swiss firm, Chocolate Tobler Limited, was born in 1830. (Later in life he changed his first name to Jean.) At 14 he became an apprentice confectioner in St. Gallen, Switzerland. He then served as a journeyman confectioner in France and Germany.

In 1865 he returned to Switzerland where two years later he took over the Kuentz Confectionery in Bern. In 1868 he moved to larger quarters and it was in this year that he established himself in the chocolate business.

In the early years he made all his confectionery products by hand. In 1879 he was also distributing Lindt chocolate. It was in 1899 that he decided to make his chocolate on a commercial basis. When he died in 1905, Jean Tobler's business was taken over by his three children.

It was in 1908 that the famous specialty, Toblerone, was introduced. It was a combination of milk chocolate, almonds, and honey. It was developed by Theodor Tobler, a son of the founder, and a cousin named Emil Baumann.

The name Toblerone came from the combining of the name Tobler, and the name of an Italian specialty called torrone. The triangular bar did have a unique shape, and it symbolized the peaks of the Swiss mountains. The name Toblerone was patented one year after its invention, and it was the first patent of its kind in Switzerland. Today Toblerone is made in about ten countries outside Switzerland - under license from Tobler. The packaging is similar to what it was originally. There are two other types of Toblerone being produced outside the original - the green wrapper contains semisweet chocolate, and the white wrapper contains white chocolate.

Some other Tobler specialties are Tobler O'Rum bar, first made in 1932, the Teresina bar first made in 1934, and a Marzipan bar. The Nussini bar is made in the Austrian factory. It is a chocolate wafer bar with hazelnuts and is tasty. Another good tasting Tobler bar is the Pistaia, a milk chocolate bar filled with a pistachio nut cream filling.



In 1970 Tobler merged with Suchard to form Interfood. It merged with Jacobs Coffee in 1982 to form Jacobs Suchard. And in 1983 Jacobs Suchard merged all its activities, Suchard, Callebaut, Chat Noir, to form CNL - Sugal. In spite of all the mergers, Tobler still maintains its own identity. (Most of the above information has been provided by Stanislav Kramsky of Czechoslovakia.)





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## MAIL ORDER

La Nougat, made by Chabert & Guillot of Motelimar, France, has been made available to you, the reader. You can get a box of 24 bars for \$8.40. That includes shipping anywhere in the United States. Send your order to:

Janice Varmon, Consumer Affairs  
Danston Marketing  
P.O. Box 420  
Armonk, NY 10504

This is a very good nougat bar, so you won't be disappointed if you order.



## WOODEN DUMMIES

Back in the days before real refrigeration, chocolate and candy were a dickens to keep in the summertime. And that really was true when the temperature got out of hand.

So candy companies prepared dummy bars that were either made of wrapped wooden blocks or had cardboard inserts that inserted between the wrappers.



The two photographs shown are of the front and back sides of a dummy bar made by Planters for retailers to use in their window displays.

The wooden dummy is from the collection of Max and Sandra Geller. The actual dummy is  $5\frac{1}{2} \times 10\frac{1}{2}$  inches in size.

